



therubberduck

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OBJECTIVE

Position as visual designer

QUALIFICATIONS

Conceptual visual designer with experience in branding, print, and web graphics. I'm looking to apply my creativity and problem-solving skills to elevate brand visibility and to enrich user/consumer experience. I've worked on a wide range of collaborative projects ranging from logos to brochure design, to 3-D graphics. My style is original, flexible to various markets with sensibility to typography. Apart from print design, I'm also looking to expand my skills and experience into UX/UI design.

EDUCATION

California State University Long Beach

BFA in graphic design

San Jose State University

Courses studied: graphic design, art, and art history

WORK HISTORY

Venables Bell and Partners | Freelance production artist 2014

Prepared presentations and style guide templates using Keynote and PowerPoint
Collaborated with project managers, production artists, and designers for print and web production
Resized and edited online ads and banners
Supported Lumberyard studio and project managers for preparation of artwork
Created layer comps of different design/layout solutions for art directors
Mounted prints to presentation boards and produced mood boards

Ubiquiti Networks | Graphic design contractor..... 2013 – 2014

Redesigned Ubiquiti Networks identity; brought brand awareness to international market
Positioned Ubiquiti Networks brand among leaders of wireless networking industry
Designed logos, business cards, packaging, icons, collateral, trade show booths, infographics and apparel
Implemented style guide for marketing and web design teams for a consistent 'look and feel' on Ubiquiti products; developed logo process book and writing copy
Mocked-up and created complex prototypes of packaging
Competitor analysis, collected images, conceptualization, ideation, and sketching
Formatted PDFs of case studies for mFi division; developed wireframe of website and interactive map featuring successful case studies
Collaborated with mechanical engineers, architects, and project managers for the implementation of artwork on wireless networking devices; developed redlines and mechanicals for artwork
Maintained and created comprehensive logo library assets
Documented design process and daily progress using WordPress
Photographed products with DSLR camera, while using continuous lighting, softbox, and reflectors
Attended press checks, finalized artwork while maintaining a relationship with vendors

Full Steam Marketing and Design | Junior graphic designer/production artist 2011

Designed brochures, annual reports, advertisements, packaging, and collateral while complying to government and FDA regulations
Supported account executives, art director, and senior designer for print graphic needs
Proofread printouts, pre-flighted files and approved final product before release
Created 3d renderings of packaging as well as creating digital and hard copy presentations for clients

Sign Imaging | Graphic designer 2009

Created vehicle graphics for cars, vans, dragsters, and trucks
Designed logos, business cards, collateral, postcards, vinyl and web banners
Participated in client briefs for branding strategy and feedback

Custom Leather Craft | Graphic design intern/production artist 2006 – 2007

Collaborated with art director, industrial designers, and marketing department for the production of catalog covers, packaging, POP displays, and price lists for construction industry
Retouched, color-corrected, and clipped over 100 SKUs under tight deadlines
Mocked-up and prototyped printed materials for presentations and annual trade shows
Created and prepared complex mechanicals and dielines for packaging
Pre-flighted files for print; converted RBG files to CMYK
Archived files periodically by burning artwork files to CD and copying files to external hard drive

SKILLS

Adobe CC, Mac, MS Office, OmniGraffle, Premiere, Balsamiq, Sketch3, and Axure, photography, typography, studio lighting, illustration, wireframing, pre-press, production. Working knowledge in HTML, Dreamweaver